

ORDER



KLAS

Orders Order / Rev: 37329
 Alt Order #: 08866296
 Product Desc: ISSUE
 Estimate: 1011
 Flight Dates: 09/19/12 - 09/28/12
 Original Date / Rev: 09/18/12 / 09/27/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency Name: Main Street Media Group
 Buying Contact: _____
 Billing Contact: P.O. Box 25092
Alexandria, VA 22314

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Center for Individual Freedom
 Demographic: A35+
 Product Codes: PO4
 Priority: LV1
 Revenue Codes: AGY, POL, ISS

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/28/12	58	\$142,700.00	\$121,295.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	58	\$142,700.00	\$121,295.00	0.00
Totals	58	\$142,700.00	\$121,295.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order			100%
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Order Share

Share	Total
30%	\$142,700.00

Market	100%	\$475,666.67
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Competitive Share

Share	Total	
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$118,916.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVUU	5%	\$23,783.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/19/12	09/21/12	Live w/Kelly Live w/Kelly	CM	9-10a	---TF--	:30	2	\$950.00	LV1	0.00	NM	2	\$1,900.00
KELLY															
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12				09/23/12	---	TF--	2	\$950.00	0.00						
E 2	8	09/24/12	09/28/12	Live w/Kelly Live w/Kelly	CM	9-10a	MTWTF--	:30	2	\$950.00	LV1	0.00	NM	2	\$1,900.00

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	8	09/25/12	09/25/12	Tue	8-9p	CM	8-9p		-T-----	:30	1	\$18,000.00	LV1	0.00	NM	1	\$18,000.00
NCIS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/24/12 09/30/12 -T----- 1 \$18,000.00 0.00																	
E 27	8	09/28/12	09/28/12	Fri	10-11p	CM	10-11p		----F--	:30	1	\$10,000.00	LV1	0.00	NM	1	\$10,000.00
B BLOODS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/24/12 09/30/12 ----F-- 1 \$10,000.00 0.00																	
N 28	8	09/24/12	09/28/12	Wed	9-10p	CM	9-10p		--W----	:30	1	\$18,000.00	LV1	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/24/12 09/30/12 --W---- 1 \$18,000.00 0.00																	
N 29	8	09/24/12	09/28/12	Thu	8-9p	CM	8-9p		---T---	:30	1	\$15,000.00	LV1	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/24/12 09/30/12 ---T--- 1 \$15,000.00 0.00																	
N 30	8	09/24/12	09/28/12	Fri	8-9p	CM	8-9p		----F--	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/24/12 09/30/12 ----F-- 1 \$7,500.00 0.00																	
N 31	8	09/24/12	09/28/12	Fri	9-10p	CM	9-10p		----F--	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/24/12 09/30/12 ----F-- 1 \$7,500.00 0.00																	
N 32	8	09/22/12	09/22/12	ACC Football		CM	930a-12n		-----S-	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/17/12 09/23/12 -----S- 2 \$2,500.00 0.00																	
N 33	8	09/24/12	09/28/12	Craig Ferguson		CM	1237a-137a		MTWTF--	:30	5	\$450.00	LV1	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/24/12 09/30/12 MTWTF-- 5 \$450.00 0.00																	
N 34	8	09/22/12	09/22/12	Politics Now S	Sebelius	CM	Various		-----S-	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/17/12 09/23/12 -----S- 1 \$900.00 0.00																	
N 35	8	09/22/12	09/22/12	Sat 4-5p Whacked Sports		4-430p			-----S-	:30	1	\$300.00	LV1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/17/12 09/23/12 -----S- 1 \$300.00 0.00																	
Spot 1	Ch 8	Date 09/17/12-09/23/12	Range Sat	Description 4-5p Whacked Sports	Start/End 4-430p	Time	Weekdays	Length :30	Rate (\$300.00)	Rtg 0.00	Type NM						
Spot 2	Ch 8	Date 09/17/12-09/23/12	Range Sat	Description 4-5p Whacked Sports	Start/End 4-430p	Time	Weekdays	Length :30	Rate (\$300.00)	Rtg 0.00	Type NM						
Spot 3	Ch 8	Date 09/17/12-09/23/12	Range Sat	Description 4-5a	Start/End 4-5a	Time	Weekdays	Length :30	Rate (\$500.00)	Rtg 0.00	Type NM						
Spot 4	Ch 8	Date 09/28/12-09/28/12	Range 8 News Now	Description 4-5a	Start/End 4-5a	Time	Weekdays	Length :30	Rate (\$500.00)	Rtg 0.00	Type NM						
Spot 5	Ch 8	Date 09/28/12-09/28/12	Range 8 News Now	Description 4-5a	Start/End 4-5a	Time	Weekdays	Length :30	Rate (\$500.00)	Rtg 0.00	Type NM						

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N37	8	09/24/12	09/28/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	MTWTF--	:30	5	\$200.00	LV1	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	MTWTF--		5	\$200.00		0.00						
N38	8	09/22/12	09/22/12	Sat Prime Special KLAS Movie: Dick	CM	8-10p	-----S-	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	-----S-		1	\$3,000.00		0.00						
N39	8	09/24/12	09/28/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	1	\$1,400.00	LV1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	MTWTF--		1	\$1,400.00		0.00						
N40	8	09/20/12	09/21/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	---TF--	:30	1	\$150.00	LV1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	---TF--		1	\$150.00		0.00						
Totals														58	\$142,700.00